http://www.ded.mo.gov/govconf04.html

May 19-21, 2004
The Lodge of Four Seasons
Lake of the Ozarks

MEDC
What A Way To Grow

# CONEERENCE Sbeing

and the Missouri Economic Development Council's

Governor's Business Development

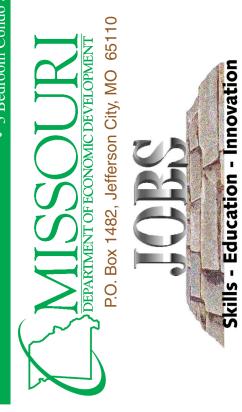
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For room reservations call: The Lodge of Four Seasons 1-800-THE-LAKE or 1-800-843-5253.

Pre-Sorted First Class Mail U.S. Postage Paid Jefferson City, MO Permit No. 266

Please ask for the conference room rate of \$87 plus tax.
Upgrade to a Luxury Condominium • 2 Bedroom Condo \$174 plus tax



MEDC
What A Way To Grow

## **MEDC Spring Conference**

MEDC Educational Sessions

The Spring Conference lineup includes the following four educational sessions: both members and non-members are welcome and encouraged to attend.

• Building Retail in Your Community, a Developer's Viewpoint
Join your fellow MEDC members to hear professionals in retail development and attraction discuss best practices and what retail companies are looking for. Representatives from successful Missouri retail development companies, including the Sansone Group and Glaze Commercial Realty, will be on hand to share their knowledge and experience

• Best Marketing Practices –□Gene Stinson, SEDC

Gene Stinson, CED, CAE, President of the Southern Economic Development Council, will provide examples of good design characteristics of a successful marketing program. Mr. Stinson will feature recent winners of the annual SEDC Literature and Promotion Competition. This session will be an excellent opportunity to compare your marketing efforts to some of the best in the nation.

• Greater Efficiencies Thru Technology – Eric Mercer and Lisa Franklin, CEcD Eric Mercer, business coordinator with the Missouri Department of Economic Development and Lisa Franklin, CEcD/EDFP, Aquila, Inc., will present the latest upgrades and new features for the Missouri Location One system and new technology projects under development in DED. You will also learn how site selectors are using the system.

• The Story of Agurbs – Jack Schultz, Agracel, Inc., author of *Boomtown USA* Mr. Schultz is the CEO of Agracel, Inc., an industrial development firm specializing in the agurban market. He will discuss exactly what the term "agurban" means and his passion to facilitate and develop new jobs in the hi-tech and manufacturing sectors. Mr. Schultz will challenge your viewpoint of development possibilities in often-overlooked areas of our state.

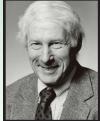
**MEDC Special Events** 

Other activities include the annual business meeting and election of officers, awards luncheon and gala dinner party. Members and non-members are encouraged to attend!



## Keynote Luncheon, Thursday, May 20

Harold "Bud" Hodgkinson, Director, IEL's Center for Demographic Policy



Dr. Hodgkinson, the director for IEL's Center for Demographic Policy, conducts research on demographics and education and publishes numerous reports on his findings, including the seminal publication *The Same Client: The Demographics of Service and Delivery Systems*. He has directed eight major research projects for the Carnegie Commission, the U.S. Department of Education, the Exxon Foundation, the Ford Foundation and the Atlantic Ritchfield Foundation. He is the author of 12 books, three of which have won national awards, and over 200 articles, for which he was honored by

the American Press Association. Hodgkinson is widely known as a lecturer and analyst of educational issues at all levels. His consulting assignments have included 600 colleges and universities, numerous public school systems, state agencies, state legislatures, city governments and corporations. He serves as Senior Advisor, American Council on Education and Trustee, Hartwick College. Hodgkinson earned an undergraduate degree from from the University of Minnesota, a Master's degree from Wesleyan, and a doctorate from Harvard University's Graduate School of Education.



## General Session, Thursday, May 20

#### Planning for the Future: The Life Sciences in Missouri

The term "life sciences" is one that has been in the news a lot recently. This vital industry has been targeted as being essential for Missouri's economic growth. Our business, civic and academic leaders recognize this, and are making a strong commitment to extend partnerships, attract world-renowned scientists, and facilitate commercialism of advanced techniques and products. At this session, four distinguished panelists who rank among Missouri's life science leaders will share their knowledge about the life sciences industry. Scheduled panelists include: **Dr. Bill Duncan,** president of the Kansas City Area Life Sciences Institute; **Richard Fleming,** president and CEO of the St. Louis Regional Commerce and Growth Association; **Dr. Mike Chippendale,** senior associate director of the University of Missouri-Columbia Life Sciences Center; and **Dr. Robert Calcaterra,** president and CEO of the Nidus Center for Scientific Enterprise in St. Louis.



### General Session, Thursday, May 20

Innovation: The Key to Success

in the Knowledge-Based Economy

Business as usual just doesn't cut it anymore in today's new knowledge-based economy. In the 21st century, businesses thrive in an environment of innovation, where people can openly communicate ideas, take risks, and create value for the customer. In this general session, panelists from cutting edge companies in Missouri will share their insight into the importance of innovation in today's business community. Panelists include: **Brenda Newberry**, President and CEO of The Newberry Group, St. Charles; and representatives from companies like the Cerner Corporation, Kansas City, and Brewer Science, Rolla.



## General Session, Friday, May 21

## Missouri Company Spotlight: "The Grass Is Not Always Greener"

You've heard the expression: the grass is always greener on the other side of the fence. That's certainly not the case in Missouri, where we believe the grass is greener right here at home within our borders. Many Missouri companies feel the same way, with an increasing number of companies choosing to stay here and expand their business. That is why we have asked one of our best-known companies to discuss the factors that made them decide to keep their business in Missouri, whether its our state's strong business climate, our workforce or our high quality of life.

There's only one catch, we aren't going to let you know which company it is! The only way to find out is to attend the 2004 conference.

## 2004 MEDC Spring Conference

### Wednesday, May 19

11:30 am Awards Luncheon 1:30-3:00 pm Building Retail in Your Community, a Developer's Viewpoint Reps from Sansone Group and Glaze Commercial Realty 3:00-3:15 Best Marketing Practices - Gene Stinson, SEDC 3:15-4:15 4:15-4:30 Break Greater Efficiencies Thru Technology -4:30-5:30 Eric Mercer, MoDED and Lisa Franklin, CEcD, Aquila, Inc. 5:45-6:30

#### Thursday, May 20

District Caucus Buffet Breakfast 7:45-8:45am 8:45-10 MEDC Annual Business Meeting 10:15

Hospitality Suite

#### Break 10:15-11:30 The Story of the Agurbs -Jack Schultz, Agracel, Inc., author of Boomtown USA

Dinner Party with music and door prizes

## 2004 Governor's Business **Development Conference**

6:30-?

9:30

### Thursday, May 20

12:00 - 2:00 p.m. Keynote Luncheon - Harold "Bud" Hodgkinson Director, Center for Demographic Policy Institute for Educational Leadership 2:15 - 3:15 General Session -Planning for the Future: Life Sciences in Missouri 3:15 - 3:45 Break General Session - Innovation: The Key to 3:45 - 4:45 Success in the Knowledge-Based Economy 4:45 - 5:45 General Session - Legislative Update 6:00 Evening Reception/Networking Friday, May 21

10:00 - 10:30

10:30 - 11:30

Phone

12:00 - 2:00 p.m.

7:30 - 8:30 a.m. Continental Breakfast 9:00 - 10:00 Concurrent Sessions

• Business Development • The MoCAP Program Workforce Development

Tourism

General Session - Missouri Company Spotlight Closing Awards Luncheon - Governor Bob Holden

What A Way To Grow

The 2004 Governor's Conference Program offers you an opportunity to make a big impression with a small investment!

**DED Program Advertising** 

- More than 500 conference attendees will see your company's ad in a program they will refer to again and again throughout the conference.
- Your program advertisement helps to support this worthy conference for the development of new and existing businesses across the state.

Program Advertising Rates

Fourth Page \$175

\$500 8 1/4" x 10 3/4" Full Page Half Page 5 1/4" x 8 1/4"

Reserve space by: Friday, April 23

#### **Production Requirements**

Camera-Ready Art Required

No Bleeds

Receive ads by: Friday, April 30



### **DED Concurrent Sessions**

5 1/4" x 4"

This year we will be featuring a variety of concurrent sessions. We are working on a tentative schedule that includes sessions that cover topics such as: Business Development, Tourism, Workforce Development, and The MoCAP Program. Once the session schedule has been finalized it will be available on the Web. The web address is www.ded.mo.gov/govconf04.html



### **DED Thursday Evening Reception**

After a busy day of attending sessions, gathering information and making those important business contacts, it is time to relax and enjoy a few hours of networking with others. The Lodge is pulling out all the stops on another award-winning buffet that is sure to please everyone. But food isn't the only thing you will be getting at the reception. Entertainment will also be provided, so plan on coming by for a bite to eat and to enjoy the music.



### **DED Awards Luncheon**

The closing event at the Governor's Conference is the Governor's Awards Luncheon on Friday, May 21. Please join the Department of Economic Development, government officials and fellow conference attendees as individuals, communities and companies from around the state are recognized for their outstanding achievements over the past year. Awards will be given in thirteen categories. For an application for the 2004 awards competition, call Becky Verslues at 573-751-2741.

#### Two ways to register for the 2004 Conference

1. Conventional registration and payment

# **Registration Form**

	\$120	MEDC only (Missouri Economic Development Council)
	\$150	DED only (Governor's Business Development Conference)
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the DED website by going to www.ded.mo.gov/govconf04.html. Fill out the form and send it along with a check to: MEDC and DED Conferences. P.O. Box 1482, Jefferson City, MO

You can use either this registration form or you can download and print the registration form on

DED only (Governor's Business Development Conference)
Both MEDC & DED

#### 2. Online registration and payment

Go to www.ded.mo.gov/govconf04.html. Simply click on the MEDC Web link and it will take you to MEDC's web site. There you can fill out the registration form and include your credit card information. A completed registration form must accompany all credit card payments in order to ensure you are officially registered for the conference.

1 Cal	if only attenu DED functions:			
	DED Conference Sessions only (\$4	10	)	
	DED Keynote Luncheon (\$30)	3		1
	DED Evening Reception (\$45)			3
	DED Continental Breakfast (\$20)	U		کر
	DED Closing Awards Luncheon (\$	30	))	

need additional MEDC tickets for	spouse/guest:
MEDC Dinner Party (\$45)	<b>MEDC</b>
	What A Way To Gro

☐ MEDC Awards Luncheon (\$25) Please indicate any special

Charge my registration to:		
□ VISA		
Master Card		
American Express		
Account #		
Expiration Date		
Name on Card		
Signature		

I have enclosed a check in the amount of: \$	Please make checks payable to: Missouri Community Betterment Educational Fund, Inc.
Return this form with your check for registration and meals:	MEDC & DED Conference, P.O. Box 1482, Jefferson City, MO 65110
Overtions, MEDC Bot Amiels (572) 626 7292 Covernor?	Conference Dealey Vandage (572) 751 0741 EAV (572) 751 0147

FAX

Gerson City, MO 65110 FAX (573) 751-0147 Questions: MEDC, Pat Amick (573) 636-7383 – Governor's Conference, Becky Verslues (573) 751-2741

needs:

Please type						
Mr. or Ms.	Name	(Please type)	Organization			
Street Address			City	State	Zip Code	

Return this form to Missouri Community Betterment Educational Fund Inc. with payment for each attendee's fee. The all-inclusive price covers the cost of the conference activities on May 19-21. Hotel lodging costs are separate and are the responsibility of the attendees. The hotel room reservation telephone number has been included for your convenience. Call The Lodge of Four Seasons (1-800-The Lake) for rates and information. The cut-off date for room reservations is Wednesday, April 19, 2004. If you wish to attend only a portion of the conference, individual costs are listed on the registration form. Note: Session attendees must pay the \$40 registration fee even if they do not plan to attend any of the meal functions. Spouses or guests not attending the conference sessions, but participating in the meal functions, do not need to pay a registration fee. Persons who register at the door will be charged a \$15 late fee. All reservations must be received in the office by noon, Friday, May 14, 2004. No refunds will be made after that time. However, reservations are transferable, and substitutions at any time are allowed and recommended. Refunds must be requested in writing, before the conference, and will be mailed after the conference. A \$10 cancellation fee will be deducted. Missouri Community Betterment Educational Fund Inc. is a not-for-profit corporation and does not assume any liability for any injuries to persons or property that might arise out of, or during, the course of the Governor's Business Development Conference, or any activities carried on by private groups during the conference. Registration at the conference constitutes a release of Missouri Community Betterment Educational Fund Inc. from any and all claims registrant may have against said corporation in connection with said conference.

E-mail